

As Info . . .

ROU Briefs 8/10/95

For: AVPI/RMIRBM/ROM/CAM/RMOM

FSC-135-A

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→ **1996 Workplan Dates....**Monthly workplan dates have been established for 1996. The five week month for 1996 will be the middle month of the quarter (4-5-4) versus 1995 where the five week month was the last month of the quarter (4-4-5). Reason for the change is to provide the most efficient monthly calendar break for planning, implementing and recording workplan activities.

1996 monthly workplan dates are as follows:

| | Promotional Period | Weeks | Dates (1996) |
|-------------|--------------------|-------|---------------|
| 1ST QUARTER | 1 | 4 | 1/1 - 1/26 |
| | 2 | 5 | 1/29 - 3/1 |
| | 3 | 4 | 3/4 - 3/29 |
| 2ND QUARTER | 4 | 4 | 4/1 - 4/26 |
| | 5 | 5 | 4/29 - 5/31 |
| | 6 | 4 | 6/3 - 6/28 |
| 3RD QUARTER | 7 | 4 | 7/1 - 7/26 |
| | 8 | 5 | 7/29 - 8/30 |
| | 9 | 4 | 9/2 - 9/27 |
| 4TH QUARTER | 10 | 4 | 9/30 - 10/25 |
| | 11 | 5 | 10/28 - 11/29 |
| | 12 | 4 | 12/2 - 12/27 |

Program contacts: Dick Luongo, Ext. 6110
Sharon Reid, Ext. 2584

→ **Promotional UPC Information....**Attached is information which has been requested regarding Full Price, Savings and Private Label promotional UPC numbers. (Note: Utilize legal paper for attachments.)

Program contact: Charles Stone, Ext. 2548

→ **SALEM POS With Pricing....**The following SALEM point-of-sale items (with pricing area) are available for ordering in those regions where SALEM gap monies are being utilized:

SALEM Specific - Buydown POS (w/pricing area)

| | | |
|---------|---------------------|--------|
| #409598 | 24" Pkg. Mdsr. Card | 25/SKU |
| #409609 | Dump Bin Riser Card | 25/SKU |
| #409620 | Premium Riser Card | 25/SKU |
| #409631 | Large Paster | 25/SKU |
| #409642 | Static Cling | 50/SKU |
| #409653 | Folded Shelf Strip | 25/SKU |

SALEM #1 Menthol in the World POS (with pricing area)

| | | |
|---------|----------------------------|-------|
| #471590 | 24" Pkg. Mdsr. Card | 1/SKU |
| #471593 | Small PPD Card | 1/SKU |
| #471602 | Counter Display Riser Card | 1/SKU |
| #471605 | Dump Bin Riser/Paster | 1/SKU |
| #471611 | Channel Strip | 1/SKU |

Program Contact: Area Manager of Operations, or Steven O'Leary, ext. 3466

→ **Ad Slicks for Savings, Full Price & Private Label Brands....**Effective immediately, all requests for ad slicks for savings, full-price and private label brands should be directed to J'Lavern Designs, an outside supplier for RJRT located in Winston-Salem, N.C. Call or fax your requests to:

910 924-6113 (Telephone)
910 924-8330 (Fax)

When requesting ad slicks, give your ROU location number, name, "ship-to" address, telephone number, description of type(s) of slicks needed, number of ad slicks required, the quarter in which ad slicks will be used as well as the due date.

(You will no longer receive "automatic" bulk shipments of ad slicks. This will eliminate the maintaining of inventories by brand as well as by warning statements for each quarter.)

Program Contacts: Karen Hughes, ext. 6593
Barbara Brown, ext. 2930
Rick Evans, ext. 6040

→ Best Practices/Sharing Ideas.....

SELECT Box Distributor Brand.....The Western Sales Area has submitted the following suggestions which helped to successfully implement the SELECT 100 Box distributor brand in June.

- 1) Since promoted product allocations were small, some wholesalers required retailers to take one carton of regular product for each carton of 40 cents promoted product.
- 2) Some direct super market chains ran newspaper advertisements featuring the new SELECT style @ \$1.00 off - passing on the full \$1.00 intro, with the expectation they would make it up in Partner's earnings under Full Price and SELECT.
- 3) Some direct accounts passed on 25 cents of the \$1.00 intro to their sales people to help push their SELECT distribution brand.
- 4) Many direct chains sent plus outs to their stores.
- 5) Direct accounts used VAP & DPC lists as seed lists for distribution opportunities via their sales force or telemarketing.

New Fixture Order Form and Reference Guide.....A task force headed by Philadelphia Region SAM, Bob Fricke has designed a consolidated order form and diagram reference guide to simplify all the various forms used to order Flex, System III, Overheads and UPM's. The other members of the task force were: Coordinators, Gail Metz and Pat Berkowitz, and Sales Reps, John Friend (1327) and Tom Egan (1326). If you would like a copy of this form and reference guide, contact ROM, Mark Goodman (#53312).

R. J. Reynolds Tobacco Company

Attachments

Note: Attachments FSC135A1 & FSC135A2 need to be printed on legal paper.

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UPC Stickers and UPC Codes

| Item # | Description | UPC # | Packing |
|--------|--|-------------|----------|
| 464393 | 2-Pack UPC Sticker - Full-Price Regular Price | 12300-70373 | Roll/500 |
| 466721 | 2-Pack UPC Sticker - Full-Price Special Price | 12300-70401 | Roll/500 |
| 464402 | 2-Pack UPC Sticker - Savings Regular Price | 12300-70504 | Roll/500 |
| 466730 | 2-Pack UPC Sticker - Savings Special Price | 12300-70532 | Roll/500 |
| 466742 | 2-Pack UPC Sticker - Private Label Regular Price | 12300-70534 | Roll/500 |
| 466751 | 2-Pack UPC Sticker - Private Label Special Price | 12300-70537 | Roll/500 |
| 464411 | 3-Pack UPC Sticker - Full-Price Regular Price | 12300-70375 | Roll/500 |
| 466760 | 3-Pack UPC Sticker - Full-Price Special Price | 12300-70402 | Roll/500 |
| 464423 | 3-Pack UPC Sticker - Savings Regular Price | 12300-70505 | Roll/500 |
| 466772 | 3-Pack UPC Sticker - Savings Special Price | 12300-70533 | Roll/500 |
| 466781 | 3-Pack UPC Sticker - Private Label Regular Price | 12300-70535 | Roll/500 |
| 466790 | 3-Pack UPC Sticker - Private Label Special Price | 12300-70538 | Roll/500 |
| 467750 | 1 Carton UPC Sticker - Full-Price Special Price | 12300-70410 | Roll/500 |
| 469211 | 1 Carton UPC Sticker - Savings Special Price | 12300-70516 | Roll/500 |
| 469202 | 1 Carton UPC Sticker - Private Label Special Price | 12300-70539 | Roll/500 |

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PRIVATE LABEL BRANDS

PROMOTIONAL UPC NUMBERS

| Packs | Regular Price | Special Price |
|----------|---------------|---------------|
| 2 Packs | 012300-70534 | 012300-70537 |
| 3 Packs | 012300-70535 | 012300-70538 |
| 1 Carton | 012300-70545 | 012300-70539 |

These UPC's are to be used on all promotional offers; i.e., packaging and BXGXF on-pack offers which are designed to cover the actual pack UPC. They should not be confused with the coupon UPC which is also required on the interior portion of some on-pack coupons (Exhibits A and B, COUPONING 5).

Promotional UPC should not be used on packaging which allows the product UPC to be clearly exposed; i.e., blister cards.

Revised: 5/24/94

Attachment for FSC-135-A

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FULL PRICE
PROMOTIONAL UPC NUMBERS

| | Regular Price | Special Price | \$.30 Off | \$.40 Off | \$.50 Off | \$.60 Off | \$.70 Off | \$.40 Off 2-Packs | \$.50 Off 2-Packs | \$.60 Off 2-Packs | \$.75 Off 3-Packs | \$1.00 Off 2-Packs | \$1.50 Off 3-Packs |
|---------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| 1 Pack | 012300-70382 | 012300-70400 | 012300-70416 | 012300-70417 | 012300-70418 | 012300-70419 | 012300-70420 | - | - | - | - | - | - |
| 2 Packs | 012300-70373 | 012300-70401 | - | - | - | - | - | 012300-70527 | 012300-70528 | 012300-70529 | - | 012300-70421 | - |
| 3 Packs | 012300-70375 | 012300-70402 | - | - | - | - | - | - | - | - | 012300-70530 | - | 012300-70422 |
| 4 Packs | 012300-70377 | 012300-70403 | - | - | - | - | - | - | - | - | - | - | - |
| 5 Packs | 012300-70379 | 012300-70404 | - | - | - | - | - | - | - | - | - | - | - |
| 1 Ctn. | 012300-70390 | 012300-70410 | - | - | - | - | - | - | - | - | - | - | - |
| 2 Ctns. | 012300-70392 | 012300-70411 | - | - | - | - | - | - | - | - | - | - | - |
| 3 Ctns. | 012300-70394 | 012300-75002 | - | - | - | - | - | - | - | - | - | - | - |

These UPC's are to be used on all promotional offers; i.e., packaging and BXGXF on-pack offers which are designed to cover the actual pack UPC. They should not be confused with the coupon UPC which is also required on the interior portion of some on-pack coupons (Exhibits A and B, COUPONING 5).

Promotional UPC should not be used on packaging which allows the product UPC to be clearly exposed; i.e., blister cards.

Revised: 3/14/94

Attachment for FSC-135-A

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SAVINGS BRANDS
PROMOTIONAL UPC NUMBERS

| | Regular Price | Special Price | \$15 Off | \$20 Off | \$25 Off | \$30 Off | \$35 Off | \$40 Off | \$50 Off 2-Packs | \$75 Off 3-Packs |
|-------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------|------------------|
| 1 Pk | 012300-70503 | 012300-70511 | 012300-70519 | 012300-70520 | 012300-70521 | 012300-70522 | 012300-70523 | 012300-70524 | - | - |
| 2 Pk | 012300-70504 | 012300-70532 | - | - | - | - | - | - | 012300-70525 | - |
| 3 Pk | 012300-70505 | 012300-70533 | - | - | - | - | - | - | - | 012300-70526 |
| 4 Pk | 012300-70531 | 012300-70514 | - | - | - | - | - | - | - | - |
| 5 Pk | 012300-70507 | 012300-70515 | - | - | - | - | - | - | - | - |
| 1 Ctn | 012300-70508 | 012300-70516 | - | - | - | - | - | - | - | - |
| 2 Ctn | 012300-70509 | 012300-70517 | - | - | - | - | - | - | - | - |
| 3 Ctn | 012300-70510 | 012300-75518 | - | - | - | - | - | - | - | - |

These UPC's are to be used on all promotional offers; i.e., packaging and BXCFX on-pack offers which are designed to cover the actual pack UPC. They should not be confused with the coupon UPC which is also required on the interior portion of some on-pack coupons (Exhibits A and B, COUPONING 5).

Promotional UPC should not be used on packaging which allows the product UPC to be clearly exposed; i.e., blister cards.

Revised: 3/21/94

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